



PUBLICATION PROPOSAL FORM

Part I. Product Information

To be completed by prospective authors or volume editors. Attach additional sheets if necessary.

1. Proposed title: _____

2. Principal author or volume editor:

Name _____

Affiliation _____

Address _____

City _____ State _____ Zip _____ Phone _____

Fax _____ E-mail: _____

3. Other authors or volume editors and affiliations:

Author/Editor

Affiliation

_____	_____
_____	_____
_____	_____

4. Type of book or product (check one):

General Reference Book

Proceedings

Digital Product

Handbook

Laboratory Manual

Other

5. Describe briefly the subject and scope of the book or project:

6. Enclose a detailed outline (required) and, if available, sample chapters or sections.

7. Intended audience: _____

8. Depth or level: _____

9. Date by which the review copy of the manuscript or project will be completed: _____

10. Length of manuscript in 8½ × 11-inch, double-spaced typewritten pages: _____

11. Number of

black and white photographs: _____

color illustrations: _____

line drawings: _____

tables: _____

12. Book format: _____ Formatted _____ Copyedited and typeset

Formatted books. The author[s] or editor[s] does all the copyediting, and Headquarters staff members format the pages but do not read the book. The author[s] or editor[s] prepare the index.

Copyedited books. Headquarters staff members copyedit the final manuscript for style, consistency, grammar, etc. (with galleys sent to author[s] for approval), format the pages, and prepare the index.

All books: Headquarters staff supply detailed author and editor instructions for the preparation of manuscripts and are always available to answer questions. When the final manuscript is submitted, all permission forms and completed project log will be supplied to MBAA. Staff members check for certain requirements (e.g., permissions to reprint, to be sure they are all accounted for, figure quality), design a cover, register for a Library of Congress number, and coordinate the production of the book.

13. Review plan (for edited books only)

___ The editor(s) will have the chapters reviewed as they are received and will send the reviews to MBAA along with the manuscript after authors have made the required revisions.

___ The editor(s) want MBAA to conduct the review of the book after the draft manuscript is delivered.

14. Do you anticipate that a revision of this book or product will be needed? no _____ yes, in _____ years

15. Author(s) or editors(s) _____ requests or _____ declines royalties (declining the royalty will reduce the price of the book).

16. Because of the highly specialized nature of MBAA publications, the potential number of copies that can be sold is small compared with that of other, more general publications. Because certain fixed costs for editing, typesetting, printing, marketing, and distribution must be met no matter how many copies are produced, the cost per copy of publishing such books is considerably higher than that of books with a broader audience.

To offset these higher costs, it is sometimes helpful to obtain financial support from related industries or organizations that will also benefit from the publication of a particular project. When available, such support does assist MBAA in maintaining the most reasonable selling prices possible.

List those organizations, if any, that would be likely to make financial contributions toward the publication of this project or to commit to quantity purchases of it before publication:

Part II. Marketing Information

1. Why will the intended audience want to read or reference this book?

2. Given the intended audience and the prices of other books in the category, estimate a maximum, a minimum, and a recommended purchase price:

\$ _____ maximum; \$ _____ minimum; \$ _____ recommended

3. List other publications that are similar to or would compete with this publication:

Title	Price (if known)	Author(s)
_____	_____	_____
_____	_____	_____
_____	_____	_____

Indicate the advantages of this particular publication over those listed above:

4. If applicable, list courses for which this book or project may realistically be expected to be used for a text:

Estimate the annual U.S. enrollment of such courses: _____

5. If this publication is expected to have greater interest in specific regions or countries, list them:

6. List the three most important benefits your book will provide to the reader:

7. List journals and other publications that publish reviews for publications in this subject area:

8. List organizations that are likely to make quantity purchases of this publication:

Name of Organization	Address
_____	_____
_____	_____
_____	_____
_____	_____

9. List organizations whose members are likely to purchase this publication:

Name of Organization	Address
_____	_____
_____	_____
_____	_____
_____	_____

10. List meetings whose participants are likely to purchase this publication:

Meeting Name	Frequency	Attendance Size
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

10. Give any other information that may be helpful in marketing this publication:

Return this completed proposal form to Susan Freese, Director of Product Development, MBAA, 3285 Northwood Circle, Suite 100, St. Paul, MN 55121 USA, or send via e-mail: sfreese@scisoc.org